

2

## New York Temporary State Commission on Lobbying On-Line Lobbyist Registration System

### CLIENT SEMI-ANNUAL REPORT July - December 2004

#### Client Information

**Client Name:** JETS, LLC (NY)

**Business Address:** 50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
US

 : (212) 969-1800

**Chief Administrative Officer:** LOREN J. CROSS, PRES.

#### Lobbyist Information

**BLACKMON, LARRY SCOTT**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
**Lobbying Type:** State/Local  
**Compensation:** \$12,000.00

**BULEY PUBLIC AFFAIRS**  
27 ELK STREET  
ALBANY, NY 12207  
(518) 432-9563  
**Lobbying Type:** State  
**Compensation:** \$23,188.00

**CROSS, L. JAY**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
**Lobbying Type:** State/Local  
**Compensation:** \$27,800.00

**GREENBERG TRAURIG, LLP**  
54 STATE STREET  
ALBANY, NY 12207  
(518) 689-1400  
**Lobbying Type:** State/Local  
**Compensation:** \$149,026.00

**HIGGINS, MATTHEW**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
**Lobbying Type:** State/Local  
**Compensation:** \$69,000.00

**JOHNSON, ROBERT W.**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
**Lobbying Type:** State/Local  
**Compensation:** \$9,000.00

**MERCURY PUBLIC AFFAIRS**  
132 FIFTH AVENUE  
NEW YORK, NY 10010  
(212) 681-1380  
**Lobbying Type:** State  
**Compensation:** \$95,000.00

**PARKSIDE GROUP (THE)**  
132 NASSAU STREET, STE 619  
NEW YORK, NY 10038  
(212) 571-7717  
**Lobbying Type:** State/Local  
**Compensation:** \$20,000.00

**RAD USA, INC.**  
58 COUNTRYMAN RD.  
VOORHEESVILLE, NY 12186  
(518) 437-8630  
**Lobbying Type:** State/Local  
**Compensation:** \$45,000.00

**SENN, WILLIAM**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
**Lobbying Type:** State/Local  
**Compensation:** \$9,375.00

**SHEELY, THAD**  
**50 WEST 57TH STREET, 2ND FLR**  
**NEW YORK, NY 10019**  
**(212) 969-1800**  
**Lobbying Type: State/Local**  
**Compensation: \$11,925.00**

**SHORENSTEIN, MARISSA**  
**50 WEST 57TH STREET, 2ND FLR**  
**NEW YORK, NY 10019**  
**(212) 969-1800**  
**Lobbying Type: State/Local**  
**Compensation: \$9,375.00**

**VIDAL GROUP, LLC (THE)**  
**150 STATE STREET**  
**ALBANY, NY 12207**  
**(518) 434-5856**  
**Lobbying Type: State**  
**Compensation: \$24,000.00**

**WILLIAMS, JACQUELYN**  
**169 MACDONOUGH STREET**  
**BROOKLYN, NY 11216**  
**(718) 919-1961**  
**Lobbying Type: State/Local**  
**Compensation: \$2,000.00**

### Lobbying Expenses (reporting period only)

**A. Aggregate expenses less or equal to \$75:** \$648  
**B. Aggregate expenses for salaries of non-lobbying employees:** \$5,625  
**C. Itemized lobbying expenses:**

Paid To	Date	Purpose	Social Ad. Event	Amount
21 CLUB	10/22/2004	DINNER MTG.(NO PUBLIC OFFICIALS)	✓	\$386.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AM NEW YORK	7/8/2004	PRINT AD BUY	✓	\$4,630.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SERVICES	10/1/2004	RADIO AD	✓	\$143,185.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SERVICES	11/8/2004	RADIO AD	✓	\$49,700.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SVCS.	9/4/2004	RADIO AD BUY	✓	\$226,921.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SVCS.	11/10/2004	RADIO AD	✓	\$23,393.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SVCS.	11/23/2004	RADIO AD	✓	\$9,851.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SVCS.	11/23/2004	RADIO AD	✓	\$2,960.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SVCS.	11/24/2004	RADIO AD	✓	\$55,139.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICAN MEDIA SVCS.	11/24/2004	RADIO AD	✓	\$24,790.00

## NYTSCOL - Client Details

Page 3 of 14

Paid To	Date	Purpose	Social Ad. Event	Amount
AMERICANMEDIA SVCS.	11/23/2004	RADIO AD	✓	\$5,550.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMSTERDAM NEWS	7/8/2004	ADVERTISEMENT	✓	\$3,016.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMSTERDAM NEWS	10/14/2004	AD	✓	\$1,508.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AMSTERDAM NEWS	11/11/2004	AD	✓	\$1,508.00
Paid To	Date	Purpose	Social Ad. Event	Amount
AP EDITING CO.	7/30/2004	EDIT SERVICES		\$1,695.00
Paid To	Date	Purpose	Social Ad. Event	Amount
ASSOCIATION FOR A BETTER NY	8/5/2004	BREAKFAST-20 PEOPLE	✓	\$1,200.00
Paid To	Date	Purpose	Social Ad. Event	Amount
ATHLETIC STYLE	9/30/2004	T-SHIRTS		\$6,749.00
Paid To	Date	Purpose	Social Ad. Event	Amount
BOOMTOWN	12/1/2004	AD	✓	\$12,692.00
Paid To	Date	Purpose	Social Ad. Event	Amount
BOOMTOWN, INC.	11/11/2004	AD	✓	\$15,702.00
Paid To	Date	Purpose	Social Ad. Event	Amount
BRONX PRESS REVIEW	11/11/2004	AD	✓	\$1,225.00
Paid To	Date	Purpose	Social Ad. Event	Amount
BUSINESS WIRE	9/20/2004	MEMBERSHIP FEE		\$120.00
Paid To	Date	Purpose	Social Ad. Event	Amount
BUSINESS WIRE	9/20/2004	PRESS RELEASE POSTING		\$375.00
Paid To	Date	Purpose	Social Ad. Event	Amount
CAMPUS COACH LINES	11/26/2004	BUS RENTAL		\$1,252.00
Paid To	Date	Purpose	Social Ad. Event	Amount
CAMPUS COACH LINES	11/26/2004	BUS RENTAL		\$756.00
Paid To	Date	Purpose	Social Ad. Event	Amount
CENTER FOR ARCHITECTURE	7/30/2004	ROOM RENTAL		\$750.00
Paid To	Date	Purpose	Social Ad. Event	Amount
CENTER FOR ARCHITECTURE	8/5/2004	ROOM RENTAL		\$375.00
Paid To	Date	Purpose	Social Ad. Event	Amount
CHEF & CO.	7/21/2004	CATERING-NO PUBLIC OFFICIALS		\$3,371.00

## NYTSCOL - Client Details

Page 4 of 14

Paid To	Date	Purpose	Social Ad. Event	Amount
CHEF & CO.	7/30/2004	BREAKFAST CATERING-NO PUBLIC OFFICIALS	✓	\$3,388.00
CHEF & CO.	8/5/2004	CATERING-NO PUBLIC OFFICIALS	✓	\$3,000.00
CITY HALL REST.	7/15/2004	LUNCH MTG.-8 PEOPLE	✓	\$261.00
CLASSIC SPECIALTIES, INC.	12/13/2004	POSTERS		\$1,643.00
CLINTON GRILL	8/6/2004	LUNCH MTG.-NO PUBLIC OFFICIALS	✓	\$181.00
COMM. CARTOGRAPHY	8/18/2004	MAP		\$667.00
COMMUN. CARTOGRAPHY	8/9/2004	DEVELOPMENT		\$10,754.00
COMMUN. CARTOGRAPHY	8/19/2004	DATABASE MANAGEMENT		\$500.00
COMMUN. CARTOGRAPHY	8/31/2004	WEBSITE		\$500.00
COMMUN. CARTOGRAPHY	9/27/2004	WEBSITE DEV.		\$650.00
COMMUN. CARTOGRAPHY	11/11/2004	WEBSITE DEV.		\$1,050.00
COMMUN. CARTOGRAPHY	12/6/2004	WEBSITE DEV.		\$7,400.00
COURIER-LIFE, INC.	10/27/2004	AD	✓	\$2,010.00
DAILY NEWS	11/12/2004	AD	✓	\$113,388.00
DC NAVIGATORS	8/18/2004	MEDIA BUY FEE		\$36,045.00
DC NAVIGATORS, LLC	7/12/2004	TRANSPORTATION EXPENSE FOR MEDIA CONSULT		\$486.00
DENNEHY'S	10/12/2004	LUNCH MEETING(4 PEOPLE)		\$104.00

Paid To	Date	Purpose	Social Ad. Event	Amount
DEPT. OF CONSUMER AFFAIRS	7/17/2004	PERMIT FEES		\$150.00
Paid To	Date	Purpose	Social Ad. Event	Amount
EARTH DAY NY	8/9/2004	AD	✓	\$2,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
FONTINA DE TREZI	9/15/2004	LUNCH MTG.-4 PEOPLE	✓	\$99.00
Paid To	Date	Purpose	Social Ad. Event	Amount
FOUR SEASONS REST.	8/4/2004	DINNER-ALL PUBLIC OFFICIALS PAID FULL VALUE	✓	\$10,845.00
Paid To	Date	Purpose	Social Ad. Event	Amount
GAME-FACES, INC.	7/17/2004	FACE PAINTING		\$500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
GETTY IMAGES	9/20/2004	PHOTO PURCHASE		\$690.00
Paid To	Date	Purpose	Social Ad. Event	Amount
GIA REST.	10/27/2004	NYSAM OUTREACH LUNCHEON(9 PEOPLE)		\$155.00
Paid To	Date	Purpose	Social Ad. Event	Amount
GREY ADVERTISING	12/1/2004	AD	✓	\$376,326.00
Paid To	Date	Purpose	Social Ad. Event	Amount
HELL'S KITCHEN FLEA MARKET	9/15/2004	BOOTH RENTAL		\$2,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
HOY	7/11/2004	AD	✓	\$2,130.00
Paid To	Date	Purpose	Social Ad. Event	Amount
IMAGE INNOVATIONS	9/8/2004	DECORATIONS		\$2,600.00
Paid To	Date	Purpose	Social Ad. Event	Amount
IMC	8/16/2004	WEBSITE DESIGN		\$13,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
IMC	10/25/2004	WEBSITE DEV.		\$2,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
IMC	10/29/2004	WEBSITE DEV.		\$750.00
Paid To	Date	Purpose	Social Ad. Event	Amount
IMC	11/17/2004	WEBSITE DEV.		\$500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
IMC	12/13/2004	WEBSITE DEV.		\$1,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount

## NYTSCOL - Client Details

Page 6 of 14

IMC(ISTROES MEDIA CORP.)	9/17/2004	WEBSITE DEV.		\$200.00
Paid To ISTROES MEDIA	Date 9/15/2004	Purpose WEBSITE DEVELOPMENT	Social Ad. Event	Amount \$700.00
Paid To JACK'S OYSTER HOUSE	Date 11/17/2004	Purpose DINNER MEETING(30 PEOPLE)	Social Ad. Event	Amount \$1,706.00
Paid To JACOB JAVITS CONVENTION CENTER	Date 12/15/2004	Purpose ROOM RENTAL	Social Ad. Event	Amount \$3,301.00
Paid To KNICKERBOCKER BAR & GRILL	Date 10/19/2004	Purpose DINNER MEETING(NO PUBLIC OFFICIALS)	Social Ad. Event	Amount \$147.00
Paid To LOT 61 REST.	Date 9/8/2004	Purpose SPACE RENTAL-NO PUBLIC OFFICIALS	Social Ad. Event	Amount \$630.00
Paid To LUNDY'S REST.	Date 12/21/2004	Purpose LUNCHEON(8 PEOPLE)	Social Ad. Event	Amount \$160.00
Paid To MANHATTAN NEWSP. GRP.	Date 10/14/2004	Purpose AD	Social Ad. Event	Amount \$5,450.00
Paid To MANHATTAN NEWSP. GRP.	Date 10/28/2004	Purpose AD	Social Ad. Event	Amount \$5,450.00
Paid To MANHATTAN NEWSPAPER GROUP	Date 7/15/2004	Purpose AD	Social Ad. Event	Amount \$2,873.00
Paid To MANHATTAN NEWSPAPER GROUP	Date 7/22/2004	Purpose PRINT AD	Social Ad. Event	Amount \$2,873.00
Paid To MANHATTAN NEWSPAPER GROUP	Date 8/5/2004	Purpose AD	Social Ad. Event	Amount \$2,873.00
Paid To MANHATTAN NEWSPAPER GROUP	Date 8/12/2004	Purpose AD	Social Ad. Event	Amount \$2,873.00
Paid To MANHATTAN NEWSPAPER GROUP	Date 8/19/2004	Purpose AD	Social Ad. Event	Amount \$2,873.00
Paid To MANHATTAN NEWSPAPER GROUP	Date 8/26/2004	Purpose AD	Social Ad. Event	Amount \$2,873.00
Paid To MANHATTAN NEWSPAPER GROUP	Date 9/2/2004	Purpose AD	Social Ad. Event	Amount \$2,873.00

## NYTSCOL - Client Details

Page 7 of 14

Paid To	Date	Purpose	Social Ad. Event	Amount
MANHATTAN NEWSPAPER GROUP	9/9/2004	AD	✓	\$2,873.00
MANHATTAN NEWSPAPER GROUP	12/2/2004	AD	✓	\$2,004.00
MANHATTAN NEWSPAPER GRP.	11/11/2004	AD	✓	\$5,450.00
MANHATTAN NEWSPAPER GRP.	12/9/2004	AD	✓	\$2,004.00
MARITIME HOTEL	9/8/2004	SPACE RENTAL(NO PUBLIC OFFICIALS)		\$45,662.00
MEDIA AD VENTURES	7/20/2004	MEDIA BUY	✓	\$465,000.00
MEDIA AD VENTURES	7/28/2004	AD BUY	✓	\$213,200.00
MEDIA AD VENTURES	8/9/2004	COMMERCIAL BUY	✓	\$150,000.00
MEDIA AD VENTURES	8/16/2004	COMMERCIAL	✓	\$400,500.00
MEDIA AD VENTURES	9/17/2004	AD BUY	✓	\$200,000.00
MEDIA AD VENTURES	9/24/2004	AD BUY	✓	\$150,000.00
MEDIA AD VENTURES	10/4/2004	AD	✓	\$120,000.00
MEDIA AD VENTURES	10/15/2004	MEDIA BUY	✓	\$175,000.00
MEDIA AD VENTURES	11/1/2004	AD	✓	\$55,600.00
MEDIA AD VENTURES	11/8/2004	AD	✓	\$205,000.00

Social

## NYTSCOL - Client Details

Page 8 of 14

Paid To	Date	Purpose	Ad. Event	Amount
MEDIA AD VENTURES	11/17/2004	AD	✓	\$80,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
MEDIA AD VENTURES	12/9/2004	AD	✓	\$222,400.00
Paid To	Date	Purpose	Social Ad. Event	Amount
MEDIA AD VENTURES	12/10/2004	AD	✓	\$128,250.00
Paid To	Date	Purpose	Social Ad. Event	Amount
MEDIA AD VENTURES	12/24/2004	AD	✓	\$238,745.00
Paid To	Date	Purpose	Social Ad. Event	Amount
MERCURY PUBLIC AFFAIRS	11/24/2004	SURVEY		\$34,848.00
Paid To	Date	Purpose	Social Ad. Event	Amount
MICHAEL'S REST.	7/16/2004	BREAKFAST MTG.-3 PEOPLE	✓	\$100.00
Paid To	Date	Purpose	Social Ad. Event	Amount
MICHAEL'S REST.	9/1/2004	BREAKFAST MEETING-3 PEOPLE	✓	\$137.00
Paid To	Date	Purpose	Social Ad. Event	Amount
MOCA BAR & GRILL	12/24/2004	DINNER MEETING(3 PEOPLE)	✓	\$173.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NAT'L MARKET SHARE	9/1/2004	OUTREACH CALLS		\$56,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NAT'L MARKET SHARE	9/2/2004	OUTREACH CALLS		\$7,938.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NAT'L MARKET SHARE	9/14/2004	OUTREACH CALLS		\$7,089.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NAT'L MARKET SHARE	9/27/2004	OUTREACH CALLS		\$26,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NAT'L MARKET SHARE	12/1/2004	OUTREACH CALLS		\$75,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NAT'L MARKET SHARE, INC.	8/18/2004	LIST PURCHASE		\$8,708.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NAT'L MARKET SHARE, INC.	11/9/2004	OUTREACH CALLS		\$50,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NATIONAL MARKET SHARE	12/15/2004	OUTREACH		\$8,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	7/30/2004	INVITATIONS		\$1,631.00
			Social	

## NYTSCOL - Client Details

Page 9 of 14

Paid To	Date	Purpose	Ad. Event	Amount
NCG	8/4/2004	MAILING		\$12,580.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/3/2004	PRINT ADS	✓	\$7,884.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/22/2004	BOARD(PROP)		\$879.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/24/2004	BANNERS	✓	\$2,953.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/28/2004	INVITATIONS		\$2,547.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/30/2004	BANNER	✓	\$3,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/30/2004	EARTH DAY AD	✓	\$353.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/30/2004	RALLY FLYER		\$408.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/30/2004	BANNER PROD.		\$2,534.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/30/2004	SIGNS		\$2,632.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	9/30/2004	BANNERS		\$9,097.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	10/25/2004	BANNER		\$3,985.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	10/26/2004	BANNER		\$1,890.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	10/26/2004	PRINT AD	✓	\$816.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	11/8/2004	BANNERS		\$2,847.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	11/15/2004	PRINT AD PROD.	✓	\$353.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	11/15/2004	PREPARATION OF LOGO		\$625.00
Paid To	Date	Purpose	Social Ad. Event	Amount

NCG	11/22/2004	BANNERS		\$1,484.00
Paid To NCG	Date 12/13/2004	Purpose SIGN	Social Ad. Event	Amount \$381.00
Paid To NCG	Date 12/13/2004	Purpose AD	Social Ad. Event	Amount \$299.00
Paid To NCG	Date 12/16/2004	Purpose BANNER PROD.	Social Ad. Event	Amount \$285.00
Paid To NY TIMES	Date 8/3/2004	Purpose RESEARCH	Social Ad. Event	Amount \$104.00
Paid To PALM REST.	Date 11/5/2004	Purpose MEAL(3 PEOPLE)	Social Ad. Event	Amount \$210.00
Paid To PETER LUGER'S REST.	Date 10/18/2004	Purpose BROOKLYN OUTREACH LUNCHEON (20 PEOPLE)	Social Ad. Event	Amount \$700.00
Paid To PI EDITS	Date 8/27/2004	Purpose AD PROD.	Social Ad. Event	Amount \$1,236.00
Paid To PICOLA ZENEZIA	Date 10/6/2004	Purpose QUEENS OUTREACH DINNER MEETING(6 PEOPLE)	Social Ad. Event	Amount \$373.00
Paid To PROCOMMSOUND	Date 7/29/2004	Purpose PRESS CONF. BOX	Social Ad. Event	Amount \$250.00
Paid To PROCOMMSOUND, INC.	Date 10/4/2004	Purpose PRESS BOX RENTAL	Social Ad. Event	Amount \$250.00
Paid To PROCOMMSOUND, INC.	Date 10/12/2004	Purpose PRESS BOX RENTAL	Social Ad. Event	Amount \$450.00
Paid To PROCOMMSOUND, INC.	Date 10/22/2004	Purpose PRESS BOX RENTAL	Social Ad. Event	Amount \$250.00
Paid To PROCOMMSOUND, INC.	Date 11/29/2004	Purpose EQUIPMENT	Social Ad. Event	Amount \$250.00
Paid To PROFAX	Date 9/7/2004	Purpose FAX SVCS.	Social Ad. Event	Amount \$108.00
Paid To PROFAX	Date 10/12/2004	Purpose FAX SERVICES	Social Ad. Event	Amount \$174.00
Paid To QUEENS CHRONICLE	Date 10/14/2004	Purpose AD	Social Ad. Event	Amount \$1,270.00
Paid To	Date	Purpose	Social Ad. Event	Amount

QUEENS CHRONICLE	11/11/2004	AD	✓	\$1,270.00
Paid To	Date	Purpose	Social Ad. Event	Amount
QUEENS LEDGER NEWSP. GRP.	10/14/2004	AD	✓	\$900.00
Paid To	Date	Purpose	Social Ad. Event	Amount
QUEENS TRIBUNE	10/14/2004	AD	✓	\$1,485.00
Paid To	Date	Purpose	Social Ad. Event	Amount
QUEENS TRIBUNE	11/11/2004	AD	✓	\$1,485.00
Paid To	Date	Purpose	Social Ad. Event	Amount
QUEENS TRIBUNE	11/30/2004	AD	✓	\$1,485.00
Paid To	Date	Purpose	Social Ad. Event	Amount
REVIVAL	11/9/2004	DINNER MEETING	✓	\$190.00
Paid To	Date	Purpose	Social Ad. Event	Amount
RUE 57	11/9/2004	MEAL(2 PEOPLE)	✓	\$83.00
Paid To	Date	Purpose	Social Ad. Event	Amount
SHERATON HOTEL	8/4/2004	SEASON TICKET HOLDER EVENT	✓	\$40,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TERRACE IN THE SKY	10/19/2004	HARLEM CHAMBER OF COMMERCE LUNCHEON(40 PEOPLE)	✓	\$1,350.00
Paid To	Date	Purpose	Social Ad. Event	Amount
THE COURIER	12/1/2004	PRINT ADS	✓	\$1,350.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TIMES LEDGER NEWSPAPERS	11/9/2004	AD	✓	\$1,313.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TIMESLEDGER NEWSPAPERS	11/2/2004	AD	✓	\$1,313.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TRATTORIA L'INCONTRO	11/10/2004	DINNER MEETING(2 PEOPLE)	✓	\$113.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	8/5/2004	COMMERCIAL EDIT	✓	\$99,885.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	8/17/2004	EDITORIAL SVCS.	✓	\$7,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	9/7/2004	RADIO AD PROD.	✓	\$7,500.00
			Social	

## NYTSCOL - Client Details

Page 12 of 14

Paid To	Date	Purpose	Ad. Event	Amount
TWO 2 LEFT PROD.	9/8/2004	AD PROD.	✓	\$37,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	9/13/2004	RADIO AD PROD.	✓	\$7,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	9/15/2004	TV AD PROD.	✓	\$72,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	9/21/2004	AD PROD.	✓	\$7,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	9/21/2004	AD PROD.	✓	\$8,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	10/18/2004	COMMERCIAL PROD.		\$17,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	10/22/2004	COMMERCIAL PROD.		\$13,000.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	10/22/2004	COMMERCIAL PROD.		\$8,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	10/26/2004	COMMERCIAL PROD.		\$15,600.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	11/2/2004	AD PROD.	✓	\$9,100.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	11/4/2004	AD	✓	\$7,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	11/11/2004	AD	✓	\$8,500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	11/16/2004	AD	✓	\$15,600.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	12/7/2004	AD	✓	\$9,233.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	12/7/2004	AD	✓	\$7,604.00
Paid To	Date	Purpose	Social Ad. Event	Amount
TWO 2 LEFT PROD.	12/9/2004	AD	✓	\$94,721.00
			Social	

## NYTSCOL - Client Details

Page 13 of 14

Paid To	Date	Purpose	Ad. Event	Amount
TWO 2 LEFT PROD.	12/10/2004	AD	✓	\$2,716.00
Paid To TWO 2 LEFT PROD., INC.	Date 7/22/2004	Purpose TV PROD.	Social Ad. Event	Amount \$4,550.00
Paid To TWO 2 LEFT PRODUCTIONS	Date 8/26/2004	Purpose RADIO AD	✓	\$1,386.00
Paid To US POSTAL SVC.	Date 7/31/2004	Purpose POSTAGE	Social Ad. Event	Amount \$1,198.00
Paid To VAN WAGNER	Date 9/1/2004	Purpose BILLBOARD RENTAL	Social Ad. Event	Amount \$34,589.00
Paid To VAN WAGNER	Date 10/1/2004	Purpose BILLBOARD RENTAL	Social Ad. Event	Amount \$28,250.00
Paid To VAN WAGNER	Date 10/1/2004	Purpose BILLBOARD RENTAL	Social Ad. Event	Amount \$14,333.00
Paid To VAN WAGNER	Date 11/1/2004	Purpose BILLBOARD RENTAL	Social Ad. Event	Amount \$22,250.00
Paid To VAN WAGNER	Date 11/1/2004	Purpose BILLBOARD RENTAL	Social Ad. Event	Amount \$14,333.00
Paid To VAN WAGNER	Date 11/15/2004	Purpose BILLBOARD	Social Ad. Event	Amount \$50,000.00
Paid To VAN WAGNER	Date 12/1/2004	Purpose BILLBOARD RENTAL	Social Ad. Event	Amount \$14,333.00
Paid To VAN WAGNER	Date 12/1/2004	Purpose BILLBOARD RENTAL	Social Ad. Event	Amount \$36,000.00
Paid To VIDEO MONITORING SERVICE	Date 8/11/2004	Purpose VIDEO	Social Ad. Event	Amount \$141.00
Paid To VIDEO MONITORING SVCS.	Date 8/30/2004	Purpose VIDEO MONITORING SVC.	Social Ad. Event	Amount \$293.00
Paid To W-SYSTEMS CORP.	Date 9/9/2004	Purpose INSTALL DATABASE	Social Ad. Event	Amount \$4,650.00
Paid To WESTSIDESTADIUM.ORG	Date 7/31/2004	Purpose BANNER	Social Ad. Event	Amount \$16,630.00
Paid To WISE UP PROD.	Date 7/17/2004	Purpose FLYERS	Social Ad. Event	Amount \$1,530.00
Paid To WISE UP! PRODUCTIONS	Date 11/17/2004	Purpose FLYERS	Social Ad. Event	Amount \$390.00
Paid To	Date	Purpose	Social Ad. Event	Amount

WRKS	10/28/2004	RADIO AD	<input checked="" type="checkbox"/>	\$12,400.00
Paid To	Date	Purpose	Social Ad. Event	Amount
WRKS	11/19/2004	RADIO AD	<input checked="" type="checkbox"/>	\$12,700.00
Paid To	Date	Purpose	Social Ad. Event	Amount
ZAMBRANA PROD.	9/28/2004	STAGE & EQUIPMENT	<input checked="" type="checkbox"/>	\$70,140.00

**D. Total Expenses (A+B+C): \$5,290,360**

**Subject(s) Lobbied**

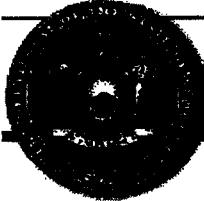
**JETS STADIUM/FUNDING ISSUES**

**Person, State Agency,  
Municipality, or Legislative Body  
Lobbied**

**MTA & SUBSIDIARIES, NYS DEC, NYS  
ASSEMBLY, JAVITS CENTER, NYS GOV'S  
OFFICE, NYS SENATE, OPERATING CORP.,  
EMPIRE STATE DEV. CORP.**

**Bill, Rule, Regulation or Rate  
Number Lobbied**

**BUDGET, A11507, A11896, S7803, A11752,  
A11809, S7751**



## New York Temporary State Commission on Lobbying On-Line Lobbyist Registration System

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### CLIENT SEMI-ANNUAL REPORT January - June 2004

#### Client Information

**Client Name:** JETS, LLC (NY)

**Business Address:** 50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
US

 : (212) 969-1800

**Chief Administrative Officer:** LOREN J. CROSS, PRES.

#### Lobbyist Information

**BROWN VIDAL & WEINRAUB**  
12 SHERIDAN AVE  
ALBANY, NY 12207  
(518) 427-7350  
Lobbying Type: State  
Compensation: \$8,000.00

**CROSS, L. JAY**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
Lobbying Type: State/Local  
Compensation: \$21,500.00

**HIGGINS, MATTHEW**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
Lobbying Type: State/Local  
Compensation: \$34,041.00

**MERCURY PUBLIC AFFAIRS**  
137 5TH AVE  
NEW YORK, NY 10010  
(212) 681-1380  
Lobbying Type: State  
Compensation: \$55,000.00

**SENN, WILLIAM**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
Lobbying Type: State/Local  
Compensation: \$6,250.00

**BULEY PUBLIC AFFAIRS**  
27 ELK STREET  
ALBANY, NY 12207  
(518) 432-9563  
Lobbying Type: State  
Compensation: \$0.00

**GREENBERG TRAURIG, LLP**  
54 STATE STREET  
ALBANY, NY 12207  
(518) 689-1400  
Lobbying Type: State/Local  
Compensation: \$6,600.00

**JOHNSON, ROBERT W.**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
Lobbying Type: State/Local  
Compensation: \$6,000.00

**RAD USA, INC.**  
58 COUNTRYMAN RD  
VOORHEESVILLE, NY 12186  
(518) 437-8630  
Lobbying Type: State/Local  
Compensation: \$22,500.00

**SHEELY, THAD**  
50 WEST 57TH STREET, 2ND FLR  
NEW YORK, NY 10019  
(212) 969-1800  
Lobbying Type: State/Local  
Compensation: \$7,950.00

**SHORENSTEIN, MARISSA**  
**50 WEST 57TH STREET, 2ND FLR**  
**NEW YORK, NY 10019**  
**(212) 969-1800**  
**Lobbying Type: State/Local**  
**Compensation: \$3,125.00**

**SUNSHINE, KEN CONSULTANTS, INC.**  
**149 5TH AVE**  
**NEW YORK, NY 10010**  
**(212) 681-2800**  
**Lobbying Type: State/Local**  
**Compensation: \$5,000.00**

### **Lobbying Expenses (reporting period only)**

**A. Aggregate expenses less or equal to \$75:** \$2,776

**B. Aggregate expenses for salaries of non-lobbying employees:** \$3,750

**C. Itemized lobbying expenses:**

Paid To	Date	Purpose	Social Ad. Event	Amount
B-TRAIN PRODUCTIONS	3/30/2004	OUTREACH VIDEO	✓	\$11,010.00
Paid To CROWNE PLAZA	Date 6/15/2004	Purpose BREAKFAST MEETING	Social Ad. Event	Amount \$116.00
Paid To DC NAVIGATORS, LLC	Date 6/10/2004	Purpose COMMERCIAL DEV.	Social Ad. Event	Amount \$68,650.00
Paid To E1 LTD.	Date 6/3/2004	Purpose STAGE/SOUND VENDOR	✓	\$12,500.00
Paid To JAVITS CENTER	Date 4/28/2004	Purpose ROOM RENTAL	✓	\$1,400.00
Paid To JAVITS CENTER	Date 4/28/2004	Purpose FOOD	✓	\$1,330.00
Paid To LANDMARK TAVERN	Date 6/18/2004	Purpose LUNCH MEETING	Social Ad. Event	Amount \$230.00
Paid To MEDIA AD VENTURES	Date 6/22/2004	Purpose COMMERCIAL AIR TIME	✓	\$671,500.00
Paid To MERCURY	Date 6/3/2004	Purpose PERMITS	✓	\$500.00
Paid To NCG	Date 3/25/2004	Purpose OUTREACH BOOKLET	✓	\$13,398.00
Paid To NCG	Date 3/25/2004	Purpose OUTREACH MATERIALS	✓	\$2,444.00
Paid To NCG	Date 3/25/2004	Purpose BANNER	✓	\$425.00
			Social	

## NYTSCOL - Client Details

Page 3 of 4

Paid To	Date	Purpose	Ad. Event	Amount
NCG	4/28/2004	PRINTING		\$2,400.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	5/14/2004	T-SHIRTS	✓	\$1,280.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	5/14/2004	BANNER	✓	\$16,630.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	5/14/2004	PAMPHLETS	✓	\$4,589.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	5/17/2004	CD'S	✓	\$311.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	6/3/2004	STICKERS/POSTERS	✓	\$3,166.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	6/3/2004	BASEBALL CAPS	✓	\$9,353.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	6/3/2004	BANNER PERMIT FEES	✓	\$278.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	6/14/2004	BROCHURES	✓	\$142.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	6/17/2004	PAMPHLETS	✓	\$195.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NCG	6/18/2004	T-SHIRTS	✓	\$1,005.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NICOLE'S BISTRO	6/15/2004	DINNER PARTY	✓	\$894.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NINTH AVE. ASSOC.	4/25/2004	TABLE RENTAL	✓	\$500.00
Paid To	Date	Purpose	Social Ad. Event	Amount
NYC BLDG. DEPT.	5/1/2004	SIGN PERMIT	✓	\$243.00
Paid To	Date	Purpose	Social Ad. Event	Amount
PI EDITS	6/15/2004	COMMERCIAL EDITING		\$21,395.00
Paid To	Date	Purpose	Social Ad. Event	Amount
PRO FAX	6/1/2004	FAX SERVICE		\$190.00

## NYTSCOL - Client Details

Page 4 of 4

Paid To	Date	Purpose	Social Ad. Event	Amount
PROCOMM SOUND	4/27/2004	CONF. RM. RENTAL	✓	\$300.00
RIGHTCLICK STRATEGIES	5/29/2004	WEBSITE DEVELOPMENT	Social Ad. Event	\$14,850.00
SIMON NATHAN	6/14/2004	SOUND SYSTEM	✓	\$378.00
WESTSIDESTADIUM.ORG	6/3/2004	PHOTO COPIES	Social Ad. Event	\$110.00
WSS.ORG	5/25/2004	WESTSIDESTADIUM.ORG	Social Ad. Event	\$104.00
XPEDITE	6/12/2004	S. MOSS ROBO CALL	Social Ad. Event	\$3,932.00

**D. Total Expenses (A+B+C): \$872,274**

**Subject(s) Lobbied**

JETS STADIUM/FUNDING ISSUES

**Person, State Agency,  
Municipality, or Legislative Body  
Lobbied**

MTA & SUBSIDIARIES, NYS DEC, NYS  
ASSEMBLY, JAVITS CENTER, NYS GOV'S  
OFFICE, NYS SENATE, OPERATING CORP.,  
EMPIRE, STATE DEV. CORP.

**Bill, Rule, Regulation or Rate  
Number Lobbied**

BUDGET, A11507